Index to 1973 Articles in Business Forms Reporter

ANDERSON, AL
Rotary Forms Council Looking for Members. Jan/43.

ASSOCIATIONS
Chief Executives Hear Growth Forecast. Feb/16. . . . DPSA Forms Division Restructured; Meeting Includes Paper Topics. Apr/14. . . . IBFI Anniversary Convention to Focus on Effective Management. Feb/32. . . . IBFI Begins Its Third Decade. Mar/12. . . . IBFI Convention to Go Global as International Members Attend. Mar/10. . . . IBFI Re-Elects Officers, Sets Attendance Record. Jun/12. . . . Input/Output Seminar Features Mixed Media. Dec/16. . . . NBFA President Envisions International Membership. Jan/16. . . . NBFA Training Schools Set for Two Sites. Jan/20. . . . NBFA Turnout Breaks Record. Feb/12. . . . Rotary Forms Council Looking for Members. By Al Anderson. Jan/43. . . . TLMI Spring Meeting Preview. Mar/6. . . . A United Industry Is More Effective. By Don E. Hunt Sr. Mar/16.

BOSSIERE, ADRIAN
How a Frenchman Looks At Metrication. Aug/34.

CLIMER, J. P., and GOSHORN, T.
Coddle Those Capsules: A Primer on Carbonless. May/33.

COMPOSITION
Make or Buy—Composition. By Marvin B. Jacobs. Nov/8. . . . Phototypesetting Can Save a Lot of Pasteup Time. By W. B. Gammage. Aug/28.

CONVENTION CITIES
A Garden of the Gods Awaits IBFI Members. Mar/18. . . . Forms Men and Families To Meet in Washington. Jul/30. . . . What To See When In D.C. Aug/22.

DAILEY, R. G.
The Check Market Is in for a Change. By R. G. Dailey. Feb/55. . . . Small Orders Grow. May/42.

DATA INPUT
Forms a Vital Input for Successful Systems. By Carl E. Osteen. Jan/8. . . . Mixed Media Entry, Newest Data Automation. By Richard F. Maihofer. Jan/18. . . . OCR for SDA—If It's Done Right. By G. Kent Godwin. Jan/12. . . . Will New Data Entry Systems Make Forms Obsolete? By Lawrence A. Feidelman. Jan/14.

DISTRIBUTORS
Dealers Tell How They Do Forms Preparation. Jul/32B. . . . West Coast Dealer Matches Pegboard with Computer. Oct/14. . . . What Does It Mean to Be an Independent? Aug/18.

EDUCATION
More Details on NBFA Schools. By Douglas Van Der Linden. Feb/64. . . . NBFA Training Schools Set for Two Sites. Jan/20.

ENVELOPES
Envelope Ingenuity in Forms Applications. Jun/8. . . . Envelope Manufacturers Have Products for Every Need. Jun/10.

FACTORING
"Now is the time for all good dealers to come to the AID . . ." Jul/44.

FEIDELMAN, LAWRENCE A.
Will New Data Entry Systems Make Forms Obsolete? Jan/14.

FISHER, RICHARD E.
How I Sold Service Bureaus. May/10.

FLOYD, HOWARD A.
What You Should Know About In-Plant Operations. Apr/10.

FORMS BUYERS
Advice from a Forms Buyer: Offer Ideas, Not Price. By Art Potts. Aug/66.

FORMS DESIGN
Dealers' Designs Capture Awards. Jun/14. . . . Machine Considerations in SDA Forms Design. By Joseph L. Kish Jr. Jan/10. . . . The Part Forms Play in Page Reader Success. By C. S. Williston. Oct/8. . . . Plastic in Forms Pays Off. Jun/16. . . . 13 Starting Points for Designing Computer Forms. By Ray Marien. Oct/11.

FORMS PREPARATION
Forms Dealers Tell How They Do Forms Preparation. Jul/32B. . . . Phototypesetting Can Save a Lot of Pasteup Time. By W. B. Gammage. Aug/28.

FORMS PREPARATION EQUIPMENT
A Forms Prep Equipment Guide. Jul/38. . . . Your Guide to Selecting Forms Preparation Equipment. Jul/37.

FORM-OF-THE-YEAR CONTEST
Get Ready Now for 1974 Forms Contest. Sep/8.

GAMMAGE, W. B.
Phototypesetting Can Save a Lot of Pasteup Time. Aug/28.

GODWIN, G. KENT
OCR for SDA—If It's Done Right. Jan/12.

GREER, LOUIS
Paper Market Tragedy. Sep/14.

HUNT, DON E.
A United Industry Is More Effective. Mar/16.

IBFI RATIO STUDY
Dealer Plant Profits Exceed Directs, Study Shows. Sep/44.

IN PLANT
In-Plant Printing: A Survey. By Kathleen Spangler. Apr/12. . . . What You Should Know About In-Plant Operations. By Howard A. Floyd. Apr/10.

INTERNATIONAL
Britain: Dealer-Oriented. By Ira A. Bartlett. Jul/10. . . . Finland: Print Exporters. By W. P. Jaspert. Jul/10. . . . Germany: Printer Dealers. Jul/12. . . . Holland: Giro News. By G. H. de Knegt. Jul/14. . . . India: A Buyer's Market. By Baldev Sud. Jul/8. . . . London: Computer Letters. Jul/12. . . . New Zealand: Big Check Users. By Joy Leslie. Jul/8. . . .

OPEN THE DOOR TO NEW BUSINESS BY SELLING QUICK-MAILERS®

TRANSKRIT's QUICK-MAILER® provides you with a unique marketing tool. Not only does this product offer substantial potential by itself, but also gives you an opportunity to break into new accounts. Your customers and prospects may or may not have seen mailers before. Chances are, however, that they are not familiar with our *exclusive tab card insert QUICK-MAILER,* or our *Plastic Pocket format.*

Remember—the QUICK-MAILER eliminates stuffing and handling, and, of course, offers the positive identification feature.

Try it—you'll like the way the QUICK-MAILER works for you! Send for information and samples.

TRANSKRIT CORPORATION

TRANSKRIT—THE CREATIVE SPOT

Suppliers to the trade—exclusively

P.O. Box 12, Hunter Lane, Elmsford, New York 10523 • (914) 592-6400
633 Plymouth Court, Chicago, Illinois 60605 • (312) 427-0247
818 South Vail Avenue, Montebello, California 90640 • (213) 685-8688

Check No. 38 on Reader Service Card.

Index to 1973 Articles in Business Forms Reporter

ANDERSON, AL
Rotary Forms Council Looking for Members. Jan/43.

ASSOCIATIONS
Chief Executives Hear Growth Forecast. Feb/16. . . . DPSA Forms Division Restructured; Meeting Includes Paper Topics. Apr/14. . . . IBFI Anniversary Convention to Focus on Effective Management. Feb/32. . . . IBFI Begins Its Third Decade. Mar/12. . . . IBFI Convention to Go Global as International Members Attend. Mar/10. . . . IBFI Re-Elects Officers, Sets Attendance Record. Jun/12. . . . Input/Output Seminar Features Mixed Media. Dec/16. . . . NBFA President Envisions International Membership. Jan/16. . . . NBFA Training Schools Set for Two Sites. Jan/20. . . . NBFA Turnout Breaks Record. Feb/12. . . . Rotary Forms Council Looking for Members. By Al Anderson. Jan/43. . . . TLMI Spring Meeting Preview. Mar/6. . . . A United Industry Is More Effective. By Don E. Hunt Sr. Mar/16.

BOSSIERE, ADRIAN
How a Frenchman Looks At Metrication. Aug/34.

CLIMER, J. P., and GOSHORN, T.
Coddle Those Capsules: A Primer on Carbonless. May/33.

COMPOSITION
Make or Buy—Composition. By Marvin B. Jacobs. Nov/8. . . . Phototypesetting Can Save a Lot of Pasteup Time. By W. B. Gammage. Aug/28.

CONVENTION CITIES
A Garden of the Gods Awaits IBFI Members. Mar/18. . . . Forms Men and Families To Meet in Washington. Jul/30. . . . What To See When In D.C. Aug/22.

DAILEY, R. G.
The Check Market Is in for a Change. By R. G. Dailey. Feb/55. . . . Small Orders Grow. May/42.

DATA INPUT
Forms a Vital Input for Successful Systems. By Carl E. Osteen. Jan/8. . . . Mixed Media Entry, Newest Data Automation. By Richard F. Maihofer. Jan/18. . . . OCR for SDA—If It's Done Right. By G. Kent Godwin. Jan/12. . . . Will New Data Entry Systems Make Forms Obsolete? By Lawrence A. Feidelman. Jan/14.

DISTRIBUTORS
Dealers Tell How They Do Forms Preparation. Jul/32B. . . . West Coast Dealer Matches Pegboard with Computer. Oct/14. . . . What Does It Mean to Be an Independent? Aug/18.

EDUCATION
More Details on NBFA Schools. By Douglas Van Der Linden. Feb/64. . . . NBFA Training Schools Set for Two Sites. Jan/20.

ENVELOPES
Envelope Ingenuity in Forms Applications. Jun/8. . . . Envelope Manufacturers Have Products for Every Need. Jun/10.

FACTORING
"Now is the time for all good dealers to come to the AID . . ." Jul/44.

FEIDELMAN, LAWRENCE A.
Will New Data Entry Systems Make Forms Obsolete? Jan/14.

FISHER, RICHARD E.
How I Sold Service Bureaus. May/10.

FLOYD, HOWARD A.
What You Should Know About In-Plant Operations. Apr/10.

FORMS BUYERS
Advice from a Forms Buyer: Offer Ideas, Not Price. By Art Potts. Aug/66.

FORMS DESIGN
Dealers' Designs Capture Awards. Jun/14. . . . Machine Considerations in SDA Forms Design. By Joseph L. Kish Jr. Jan/10. . . . The Part Forms Play in Page Reader Success. By C. S. Williston. Oct/8. . . . Plastic in Forms Pays Off. Jun/16. . . . 13 Starting Points for Designing Computer Forms. By Ray Marien. Oct/11.

FORMS PREPARATION
Forms Dealers Tell How They Do Forms Preparation. Jul/32B. . . . Phototypesetting Can Save a Lot of Pasteup Time. By W. B. Gammage. Aug/28.

FORMS PREPARATION EQUIPMENT
A Forms Prep Equipment Guide. Jul/38. . . . Your Guide to Selecting Forms Preparation Equipment. Jul/37.

FORM-OF-THE-YEAR CONTEST
Get Ready Now for 1974 Forms Contest. Sep/8.

GAMMAGE, W. B.
Phototypesetting Can Save a Lot of Pasteup Time. Aug/28.

GODWIN, G. KENT
OCR for SDA—If It's Done Right. Jan/12.

GREER, LOUIS
Paper Market Tragedy. Sep/14.

HUNT, DON E.
A United Industry Is More Effective. Mar/16.

IBFI RATIO STUDY
Dealer Plant Profits Exceed Directs, Study Shows. Sep/44.

IN PLANT
In-Plant Printing: A Survey. By Kathleen Spangler. Apr/12. . . . What You Should Know About In-Plant Operations. By Howard A. Floyd. Apr/10.

INTERNATIONAL
Britain: Dealer-Oriented. By Ira A. Bartlett. Jul/10. . . . Finland: Print Exporters. By W. P. Jaspert. Jul/10. . . . Germany: Printer Dealers. Jul/12. . . . Holland: Giro News. By G. H. de Knegt. Jul/14. . . . India: A Buyer's Market. By Baldev Sud. Jul/8. . . . London: Computer Letters. Jul/12. . . . New Zealand: Big Check Users. By Joy Leslie. Jul/8. . . .

OPEN THE DOOR TO NEW BUSINESS BY SELLING QUICK-MAILERS®

TRANSKRIT's QUICK-MAILER® provides you with a unique marketing tool. Not only does this product offer substantial potential by itself, but also gives you an opportunity to break into new accounts. Your customers and prospects may or may not have seen mailers before. Chances are, however, that they are not familiar with our *exclusive tab card insert QUICK-MAILER,* or our *Plastic Pocket format.*

Remember—the QUICK-MAILER eliminates stuffing and handling, and, of course, offers the positive identification feature.

Try it—you'll like the way the QUICK-MAILER works for you! Send for information and samples.

TRANSKRIT CORPORATION

TRANSKRIT—THE CREATIVE SPOT

Suppliers to the trade—exclusively

P.O. Box 12, Hunter Lane, Elmsford, New York 10523 • (914) 592-6400
633 Plymouth Court, Chicago, Illinois 60605 • (312) 427-0247
818 South Vail Avenue, Montebello, California 90640 • (213) 685-8688

Check No. 38 on Reader Service Card.

U. K.: Why It's Different. By Peter B. Gibson. Jul/14.
JACOBS, MARVIN B.
Make or Buy—Composition. Nov/8.
KENNEDY, JAMES P.
When Your Strobe Stops! Jan/40.
KISH, JOSEPH L. JR.
Machine Considerations in SDA Forms Design. Jan/10.
LYNCH, JENNINGS
Make or Buy—Pre-Press Negs, Plates. Nov/14.
MAIHOFER, RICHARD F.
Mixed Media Entry, Newest Data Automation. Jan/18.
MAKE OR BUY
Make or Buy—Composition. By Marvin B. Jacobs. Nov/8. . . . Make or Buy—Pre-Press Negs, Plates. By Jennings Lynch. Nov/14. . . . Make or Buy—Unusual Features. By Karl H. Ward. Nov/17.
MANUFACTURERS
Continuous Forms Manufacturers List Press and Collator Capabilities. Feb/10. . . . Forms Markets Growing for Western Manufacturers. Mar/8. . . . Manufacturer, Once a Salesman, Now Sells Through Dealers. Jan/35. . . . Manufacturers Tell Why They Sell Through Dealers. Apr/8. . . . "We are trying to develop products that we can sell to dealers all over the country." May/18.
MARIEN, RAY
13 Starting Points for Designing Computer Forms. Oct/11.
METRICATION
How a Frenchman Looks at Metrication. By Adrain Bossiere. Aug/34.
NBFA PRESIDENT'S COLUMN (By Douglas Van Der Linden)
At a Meeting in Caracas, Directors Finalize NBFA Show. May/16. . . . Everything Is Ready for Convention and Show. Jul/27. . . . Learning and Leisure Planned for Convention. Jun/46. . . . More Details on NBFA Schools. Feb/64. . . . Plan Now to Attend NBFA Show in August. Mar/43. . . . What Is Integrity Really Worth? Apr/50.
OCR
Mixed Media Entry, Newest Data Automation. By Richard F. Maihofer. Jan/18. . . . OCR for SDA—If It's Done Right. By G. Kent Godwin. Jan/12.
O'NEILL, VINCENT L.
How Sweet It Is! Aug/20.
OPINION
What Does It Mean To Be An Independent? Aug/18.
OSTEEN, CARL E.
Forms a Vital Input for Successful Systems. Jan/8.
PAPER, CARBONLESS
Carbonless—Lone Ranger of the Paper Crisis. By William J. Peverill. Sep/12. . . . Coddle Those Capsules: A Primer on Carbonless. By J. P. Climer and T. Goshorn. May/33. . . . Paper Market Tragedy. By Louis Greer. Sep/14.
PAPER, FORMS
A Guide to Paper for Forms. Sep/10.
PEVERILL, WILLIAM J.
Carbonless—Lone Ranger of the Paper Crisis. Sep/12.
POCKET FORMS
Plastic in Forms Pays Off. Jun/16.
POTTS, ART
Advice from a Forms Buyer: Offer Ideas, Not Price. Aug/66.
PRE-PRESS NEGS, PLATES
Make or Buy—Pre-Press, Negs, Plates. By Jennings Lynch. Nov/14.
PRODUCTION
When Your Strobe Stops! By James P. Kennedy. Jan/40.
PRODUCTION EQUIPMENT
Forms Production Equipment Review. Dec/10. . . . Masterton Sells Japanese Machines. Jan/44.
RICKMAN, TOM, and RINEY, BILL
Know How Bureaus Operate Before Planning Your Call. May/13.
SALES PLANNING
How Sweet It Is! By Vincent L. O'Neill. Aug/20.
SCHAEFER, C. J.
Are Forms Still Viable in a Computerized Age? Oct/13.
SELLING
Bureaus Buy Good Product Mix. By David J. Tobiason. May/10. . . . Don't Lose Your Dime on Telephone Sales Calls. Sep/42. . . . How I Sold Service Bureaus. By Richard E. Fisher. May/10. . . . Know How Bureaus Operate Before Planning Yor Call. By Tom Rickman and Bill Riney. May/13. . . . Service Bureaus Like to See You Coming. By Benjamin Tumolo. May/8.
SERVICE BUREAUS
Bureaus Buy Good Product Mix. By David J. Tobiason. May/10. . . . How I Sold Service Bureaus. By Richard E. Fisher. May/10. . . . Know How Bureaus Operate Before Planning Your Call. By Tom Rickman and Bill Riney. May/13. . . . Service Bureaus Like to See You Coming. By Benjamin Tumolo. May/8.
SOURCE DATA AUTOMATION
Machine Considerations in SDA Forms Design. By Joseph L. Kish Jr. Jan/10. . . . OCR for SDA—If It's Done Right. By G. Kent Godwin. Jan/12. . . . Will New Data Entry Systems Make Forms Obsolete? By Lawrence A. Feidelman. Jan/14.
SPANGLER, KATHLEEN
In-Plant Printing: A Survey. Apr/12.
STATISTICS
1980 Forms Shipments May Hit $2.75 Billion. May/14.
TOBIASON, DAVID J.
Bureaus Buy Good Product Mix. May/10.
TRADE SHOWS
Computer Show Highlights Paper Gobblers (New York Coliseum—June). Aug/26. . . . NBFA Exposition—Washington, D. C. Aug/8. . . . Who's Showing What in NBFA Exhibits. Aug/14.
TUMULO, BENJAMIN
Service Bureaus Like to See You Coming. May/8.
UNUSUAL FEATURES
Make or Buy—Unusual Features. By Karl H. Ward. Nov/17.
WARD, KARL H.
Make or Buy—Unusual Features. Nov/17.
WILLISTON, C. S.
The Part Forms Play in Page Reader Success. Oct/8. □

"SERVING THE BUSINESS FORMS INDUSTRY"

PIC
manufacturing co.

SLITTING AND PERFORATING WHEELS
WRITE OR CALL FOR CATALOG & COMPLETE PRICE LIST

410 SHERWOOD RD • PASO ROBLES, CALIFORNIA 93446 • (805) 238-5451

Check No. 39 on Reader Service Card.